

INTERAGENCY POST EMPLOYEE POSITION DESCRIPTION

Prepare according to instructions given in Foreign Service National Handbook, Chapter 4 (3 FAH-2)

1. POST Kampala	2. AGENCY State	3a. POSITION NO. 101571
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3b. SUBJECT TO IDENTICAL POSITIONS? AGENCIES MAY SHOW THE NUMBER OF SUCH POSITIONS AUTHORIZED AND/OR ESTABLISHED AFTER THE "YES" BLOCK. ☐ Yes ☐ No

4. REASON FOR SUBMISSION

- ☒ a. Reclassification of duties: This position replaces
Position No. 101571 IRC Associate Director (Title) Series 9 Grade)
- ☐ b. New Position
- ☐ c. Other (explain) _____

5. CLASSIFICATION ACTION	Position Title and Series Code	Grade	Initials	Date (mm-dd-yy)
a. Post Classification Authority	Public Engagement Assistant (American Center); 6510	FSN-09	AFRCC: MHB	9/21/2021
b. Other				
c. Proposed by Initiating Office	American Center Director			

6. POST TITLE POSITION (if different from official title)	7. NAME OF EMPLOYEE
8. OFFICE/SECTION Public Affairs Section	a. First Subdivision
b. Second Subdivision	c. Third Subdivision
9. This is a complete and accurate description of the duties and responsibilities of my position. _____ Typed Name and Signature of Employee Date(mm-dd-yy)	10. This is a complete and accurate description of the duties and responsibilities of this position. _____ Typed Name and Signature of Supervisor Date(mm-dd-yy)
11. This is a complete and accurate description of the duties and responsibilities of this position. There is a valid management need for this position. _____ Typed Name and Signature of Section Chief or Agency Head Date(mm-dd-yy)	12. I have satisfied myself that this is an accurate description of this position, and I certify that it has been classified in accordance with appropriate 3 FAH-2 standards. _____ Typed Name and Signature of Human Resources Officer Date(mm-dd-yy)

13. BASIC FUNCTION OF POSITION

The American Center Director works under the direct supervision of the Public Affairs Officer(PAO) or PAO Designee. Develops and maintains ties with the Emerging Voices (EV) sector in the host country to support foreign policy goals. Is responsible for the day-to-day oversight, management, and operations of the Mission's USG-owned and operated American Center. Develops Center-specific activities and programs to attract EV audiences at the Center, to engage audiences through post's mobile American Space, the Nile Explorer bus, and support Partner American Center audiences throughout the country; collaborates with non-Center Public

Diplomacy (PD) staff on a range of other PD activities and projects to broaden the Center’s EV activities and programs. This position has a large degree of autonomy as Director of a public access facility that is open during hours when the Embassy may be closed, may not be co-located with other Mission facilities, and must maintain a dynamic schedule of simultaneous activities and projects of interest to the public.

Supervises one IRC Technician, Grade 7 and position number 600065. Provides day-to-day work guidance to implementing partner program staff at the American Center in Kampala and the Nile Explorer mobile American Space.

14. MAJOR DUTIES AND RESPONSIBILITIES

% OF TIME

I. Delivery of Information and Programming (40% of time)

Designs, develops, manages and oversees daily delivery of a dynamic, multi-faceted schedule of activities, projects and events designed to attract EV audiences to visit and become engaged with the American Center and in support of the Nile Explorer mobile American Space. Interacts intensively with EV audiences to provide customer service, ensure policy messages are appropriately delivered; elicits informal feedback to evaluate impact of information and programs.

Meets Department requirements for providing core programs (information about the U.S., English learning and teaching, culture and sports, Education USA information and advising and alumni engagement), in addition to innovative activities to connect EV audiences with U.S. foreign policy and American society and values. Identifies and engages broad range of U.S. experts to serve as speakers, moderators, coaches, and mentors for American Center audience groups, drawing from Mission personnel (including members of the Mission community), American private-sector in the host country, and/or U.S. visiting speakers and specialists.

Devises innovative strategies to market American Center and Nile Explorer opportunities and services with potential EV audiences, using a broad array of digital and multi-media as well as traditional tactics that appeal to EV audience groups influential in the host country.

II. Human Resources and Facility Management (20% of time)

Manages one American Center staff responsible for daily engagement with the public, assisting patrons with access to authoritative information about the U.S., U.S. foreign policy and American interests, and organizing and presenting events to engage EV audiences through virtual and in-person activities. Provides guidance and oversight to Nile Explorer implementing partner project staff. Designs and implements standards for American Center volunteers and “friends” groups, including recruiting, training and oversight.

Ensures American Center is accessible and appealing in order to attract EV audiences, and that the physical design and presentation meet Department standards, including branding.

III.Strategic Analysis, Planning, Evaluation (20% of time)

Assists the PAO or PAO designee in planning strategies for optimal impact of the flagship American Center and Nile Explorer bus in promoting U.S. foreign policy and American interests in the host country. Assesses previous activities to fine-tune planned initiatives; identifies project objectives, assessment methods, and outcomes for those initiatives. Contributes to the Mission Integrated Country Strategy (ICS), Public Diplomacy Implementation Plan (PDIP), and the Public Diplomacy Country Context (PDCC).

Initiates audience analyses, in collaboration with PAO and other PAS staff, to identify the specific EV segments of the host-country population with growing influence on issues of importance to the Mission and analyze how best to appeal to and engage them. Observes attitudinal trends in host-country EV perspectives on U.S. policy interests; proposes appropriate shifts in PD approaches to take advantage of opportunities and/or meet emerging challenges.

Assesses impact of previous American Space activities and projects to determine relative level of effectiveness in establishing initial contact and sustaining dialogue with key target audience groups. Actively plans American Center projects and Nile Explorer longer-term initiatives at least one year in advance. To support initiatives, develops Notices of Funding Opportunity (NOFO) to solicit proposals from potential partner organizations to obtain funding for necessary equipment and professional enhancements activities that will provide sustained, ongoing engagement with target audiences, incorporating performance targets and evaluative benchmarks for continuous feedback.

Develops American Center staff member and implementing partner project team as incubators for innovative initiatives, including virtual engagement initiatives, for outreach into less accessible or openly hostile audience groups. Supports PAO or PAO designee by piloting new and recurring American Center information and media products. Develops recommendations for enhanced collaboration with American Spaces partners to address challenges, take advantage of opportunities, and increase return on investment.

IV. Intra- and Interagency Coordination (10% if time)

Encourages information exchange across the Mission, including constituent posts, to develop shared priorities and collaborative activities and initiatives. Solicits input from all elements of the Mission to enhance marketing strategies for American Center(s). Creates opportunities for Mission members to participate in American Center activities. Participates in Mission-wide policy working groups. Coordinates security and facility requirements with Resource Coordination team, RSO and Regional Public Engagement Specialist (RPES). Coordinates American Center strategic content production and distribution with Strategic Content Coordination team. Coordinates with EV staff on overall strategies for outreach to Emerging Voices audiences.

V. Administrative Functions (10% of time)

Budgeting and Financial Resources: Prepares, manages and tracks the American Spaces annual budget, individual American Center project budgets, and contributes to the overall PD Resource Allocation Module (PDRAM) budget, in consultation with the Resource Coordination unit.

Fundraising: Works with PAO (or PAO designee) on PAO-led fundraising for American Center programs; ensures solicitations of in-kind support adhere to USG requirements.

General: In coordination with the Resource Coordination team, maintains required office records and files, and ensures that American Space activities are recorded in PD Tools and contact databases. Drafts office correspondence in English and (local language), including cables, event proposals, and evaluation reports. Provides informal interpretation and translation from/to English and [local language] when required. Serves as Grants Officer Representative (GOR) for American Space grants, with responsibilities as indicated in the Delegation of Authority letter.

Note: This position description in no way states or implies that these are the only duties to be performed by incumbent. Incumbent will be required to perform other duties as assigned by the agency.

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

a. Education:

University degree in communications, library science, museum education, international affairs, American Studies, marketing, or local equivalent degree is required.

b. Prior Work Experience:

This position requires a total of at least four years of experience. Specifically: a) Minimum of three years of progressively responsible experience in a multilingual, multicultural, or multinational institution (such as a museum, public or community center, or education facility) that provides information resources or American Studies or International Relations content to the public is required, with communications, marketing or public relations duties as a significant part of the job; and b) at least an additional one year of supervisory experience is required.

c. Post Entry Training:

Training to gain familiarity with the full range of U.S. government PD programs and activities and electronic delivery systems. FSI courses required for full performance level (approximately 7 weeks):

F and BP: Managing Evaluations (3 days);

F and BP: Evaluation Designs and Data Collection Methods (2 days);

PY220 Introduction to Grants and Cooperative Agreements (24 hours online);

PY222 Monitoring Grants and Cooperative Agreements (16 hours online);

PY351 American Spaces Strategic Management Workshop (3 days);

PY352 Managing American Spaces I and II (5 days each);

PY368 Creating Digital Media for PD Outreach (5 days);

TBD - Introduction to PD for LE Staff (new course to be developed; approximately 10 days).

Note: FSI Courses/course numbers subject to change.

d. Language Proficiency: (List both English and host country language(s) proficiency requirements by level and specialization)

Level 4 (Fluent) speaking/reading/writing of English is required.

e. Job Knowledge:

Detailed knowledge of U.S. foreign policy objectives and American interests in host country, especially the EV sector; understanding of U.S. historical, political, economic, social and cultural forces that shape U.S. foreign policy; comprehensive knowledge of the attitudes and preferences of the EV audience sector(s); understanding of regional, ethnic, socio-economic, cultural and linguistic factors and the influence of religious, cultural and educational institutions in shaping EV perceptions of the U.S. are all required. Must have general knowledge of project management, including defining project objectives, outcomes, and assessment methods.

Knowledge of marketing techniques, market analysis and analytics, and customer service standards in the U.S. and host country; knowledge of trends in experiential learning and audience engagement; understanding of the communications/information environments in the host country and international environment; detailed knowledge of PD engagement tools, related policies and procedures for each; and knowledge of multiple PD resource streams and regulations for their use are all required.

f. Skills and Abilities:

Analytic skills: Must have strong analytic skills and the ability to conceptualize how best to use PD programs and projects to move host-country attitudes in positive ways. Must be able to advise senior PD /Mission leaders of opportunities to promote Mission objectives; identify, analyze, predict and continually assess EV audience attitudes; evaluate the impact of projects and modify approaches for greatest outcomes. Must be able to perceive the emergence of new influencers and adjust operations and programming accordingly.

Communication / Interpersonal skills: Must have excellent customer relations, interpersonal cross-cultural communication skills, and be able to identify and engage key figures critical to shaping local public opinion. Must have excellent written and oral communication skills, including public speaking, interviewing for evaluation purposes, writing reports and contributing materials for publication in both English and host-country language. Must be able to tailor communications to fit formal and information situations and different ethnic, religious and linguistic cultures, and, as necessary, through multi-media channels. Must be able to brief U.S. officers and visitors on a variety of issues and interpret between English and the host-country language for public programs.

Management skills: Strong management skills are required, including the ability to develop and oversee project budgets and to organize, run, and present professional and cultural projects such as workshops, seminars, digital video conferences, panel discussions, lectures and camps. Must be able to negotiate agreements with partner institutions and manage their fulfillment.

Technical skills: Good keyboarding and data entry skills and excellent familiarity with electronic discovery tools, in particular the Internet, and standard information retrieval practices and procedures are required. Thorough, detailed knowledge of various computer software programs, specifically Microsoft Word, Excel, graphic design and photo editing software, and PD-specific software, databases, and reporting tools is required. Full understanding of PD-specific funding authorities and their planning and reporting tools is required. Detailed knowledge of and ability to use social media and mobile platforms, photo and video sharing sites, podcast creation, and basic photo and video skills are all required. Must have good numerical skills to be able to develop and manage project and grant budgets; must be able to develop descriptive statistical analysis of target audience segments and impact of American Space activities and initiatives.

Availability: Must be available to travel throughout the host country to support American Center projects and activities.

16. POSITION ELEMENTS

a. Supervision Received:

Receives direct supervision from the PAO (or PAO designee).

b. Supervision Exercised:

Supervises 1 LE Staff- IRC Technician(600065 FSN 7). . Provides day-to-day work guidance to implementing partner program staff at the American Center in Kampala and the Nile Explorer mobile American Space.

c. Available Guidelines:

Operational Guidelines: U.S. Embassy manuals and instructions; Mission office procedures. Foreign Affairs Manual, Foreign Affairs Handbook. Guidelines for PD Resource Allocation Module (PDRAM); Guidelines for Mission Activity Tracker (MAT); InfoCentral PD Toolkit; Information technology standards and requirements; Current regulations for grants, cooperative agreements; Department guidance and legal requirements on fund-raising, gifts and partnership agreements (for public diplomacy); Department guidelines on copyright; captioning, etc.; Department guidelines on social media updated at socialmedia.state.gov; guidelines on Evaluation Policy for PD Programs (February 2016 and updates).

Policy Guidelines: State Department and Regional Bureau Strategic Plans, Quadrennial Diplomacy and Development Review (QDDR). Mission Integrated Country Strategy (ICS); annual Public Diplomacy Implementation Plan (PDIP); PD Country Context (PDCC); International Information Programs (IIP) Handbook for Managing American Spaces and related cables; guidelines on information and collections development.

Guidelines for American Space “Core Programs:” Bureau of Educational and Cultural Affairs guidelines for: English language teaching and learning programs; alumni engagement programs; guidelines for cultural and sports programs; guidelines for Education USA programs.

d. Exercise of Judgment:

Uses judgment when communicating with all target audiences and all external contacts. Exercises judgment in matching program offerings with target audiences. Uses judgment in allocating program, human and funding resources to American Center activities, and in establishing criteria for American Center membership.

e. Authority to Make Commitments:

Has no authority to make financial or contractual commitments. Has authority to commit non-financial program and staff resources to PD activities, projects and initiatives targeting American Center audiences, in consultation with the PAO (or PAO designee).

f. Nature, Level, and Purpose of Contacts:

Maintains productive contact with all Mission officers for dynamic and effective Mission engagement with the American Center; maintains productive professional relationships with American Space partner institutions and staffs in cities throughout the country for operational and programmatic collaboration. Provides American Center advice to all Mission staff.

Develops and maintains substantive broad contact, up to and including at ministerial levels, with host-country stakeholders to ensure effective, smooth American Center operations; maintains intellectual contact with host-country cultural, idea, and social leaders whose views shape the attitudes of audience groups in the EV sector. Maintains contact with wide range of U.S. and host-country experts to enlist their participation in substantive discussions – round tables, panels, structured presentations – and/or as mentors/inspirational speakers for American Center audiences.

Develops and maintains an extensive range of direct contacts with Emerging Voices. The specific composition of these groups will vary, but can include youth, marginal but vocal ethnic groups, environmental and democracy activists, students, and social development organizations, whose influence is often exerted through digital networks. Uses these contacts to identify inroads for communicating with individuals, groups and networks; forge partnerships; and galvanize support for U.S. foreign policy goals.

g. Time Expected to Reach Full Performance Level:

One year.

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